

Lambeth Site Allocations DPD – Proposed Submission Version

Design Evidence

SA21 51 – 65 Effra Road, SW2



September 2023



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1. Introduction

- 1.1 This evidence demonstrates the approach taken to understanding the design-led optimisation of the site to inform the content of the draft site allocation policy for this site.
- 1.2 This evidence is in several parts. Part 2 contains an assessment of the site and its context and analysis of the opportunities and constraints these present. That assessment has informed the key design principles for approaching development on the site as set out in Part 3. The detailed analysis has allowed an indicative approach to massing and height to be developed which is set out in Part 4. The indicative approach has been tested to ensure it meets the key design principles and this testing is explained in Part 5. Part 6 concludes the evidence with the identification of key design considerations to be included within the SADPD Policy itself.
- 1.3 The indicative approach included in this evidence is one way to achieve design-led optimisation of the site, assuming it is comprehensively redeveloped. The indicative approach is for testing purposes only and does not have the status of planning policy or guidance. It is not intended to be prescriptive. Applicants and their architects are expected to develop their own approaches to optimisation of capacity within the context of the parameters, constraints and opportunities set out in the site allocation policy.
- 1.4 The indicative approach massing, in combination with land use analysis, has informed the approximate land use quantum included within the draft site allocation policy. As the indicative approach does not include detailed floor plan designs, a number of standard assumptions have been used to approximate the potential number of residential units, including London Plan space internal standards, London Plan and Local Plan external amenity space standards, Local Plan requirements for dual aspect residential units, Local Plan policy for dwelling size mix, and best practice separation distances for that context. For this reason, the indicative quantum included in the draft allocation are approximate and should not be read as absolute minima or maxima. Applicants and their architects may be able to demonstrate a different figure based on alternative design solutions to the site. Detailed planning assessment of design proposals at pre-application and planning application stage may also result in a variation on the indicative figures included in the draft site allocation policy.
- 1.5 References to building heights should be read in the context of the definitions in Local Plan Policy Q26 . As storey heights vary according to the building use, they are not an accurate means to gauge height. For that reason, building heights are expressed in metres rather than storeys. Additionally, above Ordinance Datum (AOD) height is used to aid understanding of site and context topography in those circumstances where the topography is varied.
- 1.6 Following the Regulation 18 Consultation, the following changes have been made:
 - Site boundary amended to remove Fitch Court, Brixton Unitary Church and Mosaic Centre.
 - Reduction in the number of residential units proposed. Decreased from 200-240 units to 85-95 units.
 - No significant change to other development principles.

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2. Site appraisal / analysis

Site Overview

2.1 Address: 51 – 65 Effra Road, SW2



Figure 1 – Site boundary plan

Site Context Photographs

2.2 The photographs in this section show the site and its context.



Figure 2 – Effra Road looking north. Site to the right.



Figure 3 – Effra Road looking south. Site to the left. Mature trees on site and locally listed lamp column.



Figure 4 – Halford’s unit, Effra Road



Figure 5 – Currys unit, Effra Road



Figure 6 - Fitch Court, 59 – 63 Effra Road is a low-rise neighbour to the south

Current Site Character and Brief History

2.3 The site comprises a row of properties on the eastern side of Effra Road between no 49 in the north and Fitch Court to the south. The properties within the site are:

Units A & B Effra Road Retail Park, Effra Road

Two large retail sheds set towards the eastern side of the site with generous forecourt parking. Rush Common open space provides a green buffer between the car parks and Effra Road. The buildings date from the 1990s. There is a service yard along the eastern boundary which is accessed from Effra Road between the two building

2.4 As the locality began to urbanise in the early 19th Century local campaigners successfully secured the protection of former common land from development through an act of parliament. The Rush Common Act of 1806 stipulated that *“no buildings or erections above the surface of the earth should be erected upon Rush Common within 150 feet of the London to Croydon Turnpike Road (now Brixton Road and Brixton Hill), nor within 200 feet of the old enclosures which formed the south and east boundaries of the Common, nor within 100 feet in front of any building already erected on adjoining land without the owner's consent.”*

2.5 Until urbanisation the area was known as Effra Farm. Effra Road was laid out c1810 and in response to the requirements of the Act the development of mostly villas had a building line

set back behind generous front gardens that were subject to the provisions of the Act. A Unitarian Chapel and Sunday School were part of that early phase of development.

- 2.6 In the interwar years the character of the locality was changing and many of the villas were giving way to other types of development. The London County Council erected a transport depot and printing works at that time – these occupied the site of the current Effra Retail Park. A single concrete lamp column survives on the Rush Common frontage of the site from that period.
- 2.7 The wider locality changed over the same period with the villas on the western side of Effra Road being replaced by the St Matthew's Estate, with its 9 storey blocks of flats fronting the protected Rush Common land which serves as estate amenity space.
- 2.8 In the 1990s, the industrial buildings were cleared to make way for the Retail Park.

Historical Maps

- 2.9 The maps below illustrate the development of the locality:



Figure 7 - 1890s OS map – The Rush Common land can clearly be seen with the property building line of smart villas respecting that designation.



Figure 8 - 1950s OS map – The interwar depot, print works and factory are now the dominant feature on site.

Site Context

Local Character

- 2.10 Effra Road is the secondary of two arteries connecting to Brixton from the south. It carries less traffic than Brixton Hill, being more of a local connection between walkable neighbourhoods. As a pleasant walking route between Brixton Town Centre and tube station 5 minutes' walk to the north, and Brockwell Park and Tulse Hill to the south, the street is well used by people on foot and on bike. Considerable pedestrian and vehicle activity is generated by the two retail warehouses on the site.
- 2.11 The character of Effra Road is very much defined by the Rush Common designation with its spacious tracts of green space with many large mature trees. Behind this space, the built character of Effra Road is varied and the buildings varies in age and style. At the northern end historic buildings survive and are part of the Brixton Conservation Area (see later). On the western side is the St Matthew's Estate (tallest nine storeys) and other apartment blocks (tallest five storeys) set back behind Rush Common. The Brixton Water Lane Conservation Area starts at the junction of Effra Road and Brixton Water Lane.
- 2.12 The site is adjoined to the north by The Link Business Centre at no. 49. That building presents a long, partially glazed flank to the site. To the immediate east of the site are the rears of three storey terraced houses on Dalberg Road. These properties have very small rear gardens and are generally separated from the site by a high brick wall. To the south, Fitch Court, and the housing development at Masey Mews abuts the site boundary.
- 2.13 A narrow strip of land along the entire Effra road frontage is subject to the provisions of the Rush Common Act. At the Brixton Road Retail Park the Rush Common land is a landscaped bund lined with trees. The Rush Common land is in places laid as vehicle hardstanding.

Building Heights

- 2.14 Building heights vary greatly. The oldest buildings dating from the 19th Century tend to be 2 or 3 storeys in height. The retail sheds are large structures, The St Matthew's Estate slab blocks raise to nine storeys (8 storeys plus plant).

Building Uses

- 2.15 The two retail warehouse units, extend to approximately 32,000 sq. ft. GIA, and are served by a large expanse of customer parking.

Heritage Assets

- 2.16 It should be noted that the Rush Common designation is not a heritage designation.

Brixton Conservation Area (BCA)

- 2.17 The site sits to the immediate south of the Brixton Conservation Area which covers the 19th century town centre containing numerous early-mid 20th century commercial, civic, residential, and retail premises along with Brixton Town Hall, the Tate Library, Ritzy Cinema, St Matthew's Church and Brixton's well-known covered markets.

- 2.18 Effra Road's northern part within the conservation area, has a leafy and pleasant character and is lined with well-preserved Victorian houses. The view north along the street is terminated by nos. 518-522 Brixton Road (currently occupied at ground floor by McDonald's restaurant) and its impressive dome. A prominent building within the conservation area in proximity to the site is the imposing classical form of the Grade II* listed St. Matthew's Church, its decorative tower and that of the nearby Grade II listed Lambeth Town Hall are two of Brixton's most memorable landmarks.

- 2.19 The following statutory listed buildings within the locality of the site are on the statutory list:

- St Matthews Church (and boundary) (Grade II*)
- Lambeth Town Hall (Grade II).
- 43 and 45 Effra Road (Grade II)

Non-Designated Heritage Assets

- 2.20 As stated in para. 2.3 none of the buildings on the site are considered to be a non-designated heritage asset with the exception of the locally listed lamp column.

- 2.21 The following buildings within the locality of the site are on the Council's local heritage list:

- 47 Effra Road
- Former synagogue (façade block only), The Link, 49 Effra Road

Designated Views

- 2.22 No strategic views affect the site.
- 2.23 There are a number of locally protected views from Brockwell Park identified in policy Q25 of the Lambeth Local Plan, 2021. The policy states:
- ‘Part (c) - The objective in identifying these views is to ensure that no foreground or middle-ground development is intrusive, unsightly or prominent in relation to the panoramic view as a whole or landmark buildings within:*
- Q25 (c) (i) Views NNW from Brockwell Park to (a) Lambeth Town hall’s tower; and (b) St Matthew’s Church tower; and (c) views N and NNE to the City’*
- 2.24 The views most relevant to this site are (a) to Lambeth Town Hall’s tower, and (b) to St Matthew’s Church tower. The view location for each is at the northmost corner of Brockwell Park near its entrance from Brixton Water Lane. This is a low position in the park and the landmark towers are viewed between trees and over the rooftops of the middle ground buildings.
- 2.25 The view cone from Brockwell Park crosses Brixton Water Lane, Morval Road and Trelawn Road and then passes north to south across the main body of the site with the exception of its western side. The towers are within the Brixton Conservation Area.

Routes, Access, Servicing and Public Realm

- 2.26 Effra Road (A204) is a main route linking the centre of Brixton with Tulse Hill and Dulwich. It is on the Transport for London Strategic Route Network (SRN). Each of the plots fronting Effra Road currently has a vehicular entrance into Effra Road. Masey Mews, a side road leading to a recent cul-de-sac is also included within the site.
- 2.27 Effra Road has a PTAL rating of 6a which reflects excellent transport provision. Several bus routes run along Effra Road and there are bus stops next to the site. Brixton Underground Station is a 6 minute walk away.
- 2.28 The site is located within Brixton ‘B’ Controlled Parking Zone. There are currently c 120 car parking spaces associated Within the Effra Retail Park. The church and community centre both have small parking areas.
- 2.29 Pedestrian routes link Brixton Hill and Effra Road via the St Martin’s Estate. There are no routes through the site to Dalberg Road. The continuous terrace there rules out any future link.

Planning and Emerging Context

- 2.30 Policy PN3 of the Lambeth Local Plan, 2021 sets out the neighbourhood policies for Brixton.

Site Constraints and Opportunities

2.31 The table illustrates the key site constraints and opportunities.

Constraints

Rush Common Act precludes development on the land running along the Effra Road frontage

The local view which passes through the site significantly constrains building heights to the middle and east of the site.

There is a policy presumption in favour of retaining the locally listed lamp column on the site.

Masey Mews is currently not considered suitable for increased vehicular traffic due to its width and treatment.

The presence of housing very close to the boundary to the east and the south presents a constraint on building heights in those locations.

Opportunities

Redevelopment of the Effra Retail Park presents an opportunity to reduce surface car parking.

Redevelopment of the Effra Retail Park presents an opportunity to reinstate a strong building line to Effra Road.

Redevelopment of the Effra Retail Park presents an opportunity to improve the amenity of adjoining residential neighbours to the east and south.

Redevelopment of the Effra Retail Park presents an opportunity to reduce hard surfacing and improve the ecological value of the site.

3. Design Approach

Key Principles

3.1 In seeking to achieve a design-led optimisation of the site, site -specific design drivers have included:

- A Cause no harm to heritage assets**
- Preserving the setting of Brixton Conservation Area.
 - Retaining the locally listed 20th Century lamp
 - Preserving the setting of no. 49 Effra Road
 - Preserves the setting of St Matthew’s Church tower in view from Brockwell Park
 - Preserving the setting of Town Hall tower in view from Brockwell Park
- B Views and panoramas**
- Causing no harm to the local view of Lambeth Town Hall tower from Brockwell Park.
 - Causing no harm to the local view of St Matthew’s Church tower Historic towers from Brockwell Park.
 - Respecting the over-all composition of the Brockwell Park panoramic view N and NNE to the city.
- C Building lines**
- Reinstating the historic building line to Effra Road
- D Routes through the site**
- No new connections between the site and neighbouring roads
- E Transport**
- Reducing the amount of surface car parking
- F Neighbour amenity**
- Causing no unacceptable effects on neighbour amenity

4. Indicative Approach

Indicative Approach - Overview

- 4.1 The retained Rush Common land along the Effra Road frontage is envisioned as a publicly accessible landscaped open space which could offer a pedestrian walk through the landscape and opportunities for rest and play. The historic lamp column would be retained / relocated within this space.
- 4.2 The Indicative approach seeks to reinstate a conventional built frontage to Effra Road. Housing blocks are placed on its eastern side where the site backs onto existing neighbouring properties to Dalberg Road and Bailey Mews to improve neighbour amenity.

Site Layout and Access

- 4.3 The Indicative Approach maintains the general location of the vehicular access into the Effra Retail Park which would serve both ingress and egress. The Indicative Approach will reduce the number of vehicle cross overs to Effra Road in order to make a safer pedestrian environment and to minimise the loss of Rush Common space to roads and driveways. This reinforces legibility and community safety.
- 4.4 The access route through the site provides access / servicing to all the properties and is envisioned as a conventional street with standard footways.



Figure 9 – Aerial plan view of the Indicative Approach

Massing and general height

- 4.6 The Indicative Approach massing is dictated by the local view constraint from Brockwell Park and sensitive neighbour adjacencies to east and south. It comprises lower terraces to the east and centre of the site and larger buildings on the western side – rising from north to south in response to the view constraint.
- 4.7 The tallest part of the Indicative Approach fronts Effra Road as this is the only part of the site not constrained by the local views from Brockwell Park. The remainder of the site has low-rise development due to the view constraint and residential neighbours.

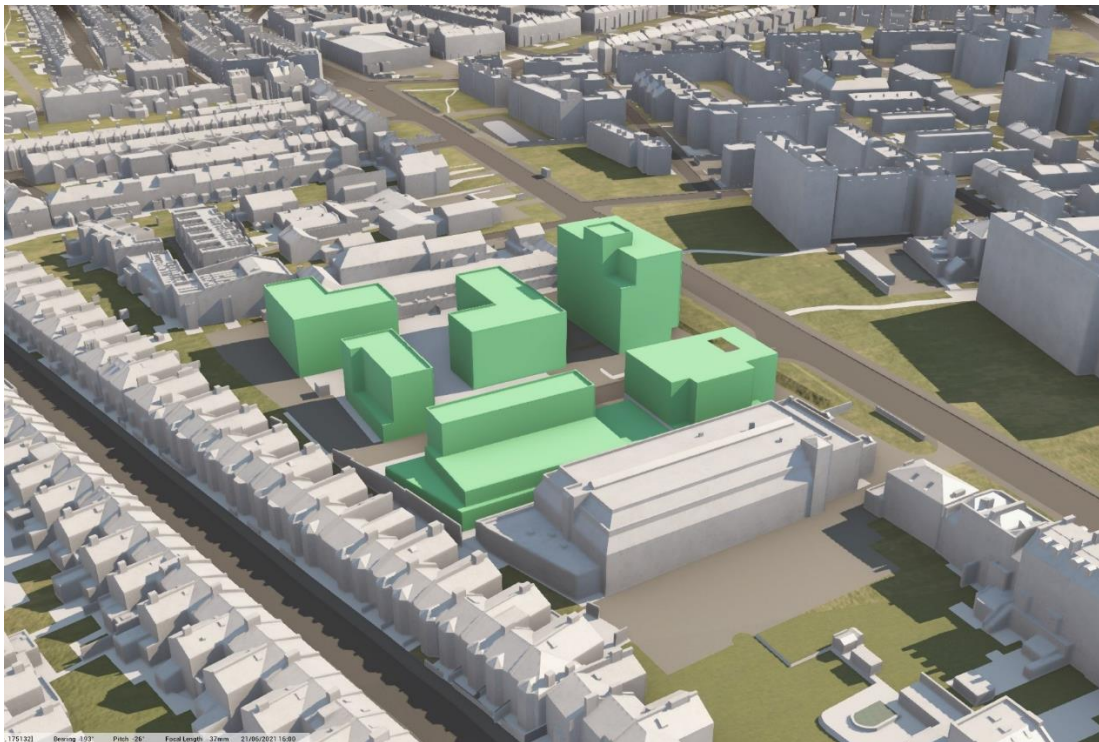


Figure 10 - 3D massing model of the site and the immediate locality as viewed from the NE

Indicative Approach - Daylight and Sunlight

- 4.8 In planning the Indicative Approach the objective has been to ensure that it is generally consistent with the established parameters for daylight and sunlight best practice for inner urban / urban locations, having regard in particular to sensitive residential neighbours (the locations of which are identified in the draft site allocation policy), and to the quality of new residential accommodation on the site. That said, any scheme that comes forward would be required to demonstrate an acceptable response to daylight and sunlight constraints and overshadowing and will be independently tested at planning application stage in accordance with the BRE's publication: 'Site layout planning for daylight and sunlight: a guide to good practice (BR209)' and relevant Mayoral policy and guidance. A detailed assessment of the daylight and sunlight implications of this Indicative Approach, undertaken by the Council's specialist advisers, is provided separately.

Indicative Approach – Quanta

4.9

Use	Amount
Residential units	93
Light industrial	906 sqm GIA

5. Appraisal of the Indicative Approach

Townscape Visual Impact Assessment

- 5.1 The appraisal of the visual effects of the Indicative Approach has been informed in large part by use of the VU CITY 3D digital model of London. The model is a very accurate representation of London today as a series of simple, grey built forms. Approved schemes can be added to the model for assessment purposes; these are generally coloured yellow.
- 5.2 A simple scaled model of the Indicative Approach in the form of a basic extrusion of the Indicative Approach footprint, is dropped into the model and its visual impact captured from a range of vantage points. For ease of identification, it is coloured. The resulting impact is assessed and model refined until an acceptable impact is achieved in all tested views.
- 5.3 The townscape and visual impact assessment has been undertaken with three principal objectives:
- firstly, to ensure that the impact on Strategic and Local views is acceptable in relation to view composition and appreciation.
 - secondly, to ensure that the townscape effects of the development are acceptable; in this regard the starting point has been that a degree of noticeable townscape change is inevitable but it should not be discordant or unduly dominant in its context; and
 - thirdly, to ensure no harm to the significance (including setting) of heritage assets.
- 5.4 In accordance with best practice there has been no presumption that change within the setting of heritage assets is automatically harmful. Instead, the contribution of setting to the significance of the asset has been at the forefront of assessments and thus how that significance might be influenced by changes to the context.
- 5.5 This height and massing exercise has informed conclusions about whether the site is an appropriate location for a tall building(s) as defined by Policy Q26 of the Lambeth Local Plan. The indicative approach is considered to constitute the optimum level of development capacity for the site. This does not preclude other approaches to optimisation coming forward, in different forms, through the planning process.
- 5.6 Thirteen views were tested to understand the impact of the Indicative Approach on its context. The detailed analysis on each view is contained in Appendix 1. The findings are summarised below:

TVIA View	Conclusion
View 1 - Panorama (i) (a) Lambeth Town Hall tower from Brockwell Park	No harm.
View 2 - Panorama (i) (a) St Mathews Church from Brockwell Park	No harm.
View 3 - Panorama (i) (c) (i) City views	No harm.
View 4 - Town Hall – Corner of Brixton Hill and Acre Lane	No harm.
View 5 - Brixton Hill – From Civic Centre entrance looking southeast	No harm.
View 6 - Corner of Saltoun Road and Effra Road, looking south	No harm.
View 7 - Effra Road – at 109 - 141, looking south	No harm.
View 8 - Effra Road – Corner of Brixton Water Lane looking north	No harm
View 9- Trelawn Rd – looking northwest	The indicative massing is not visible
View 10 - Talma Road – Corner with Jeff Road looking west	The indicative massing is not visible
View 11 - Dalberg Road – Corner with Jeff Road, looking west	The indicative massing is not visible
View 12 - Mervan Road – Corner of Rattray Rd	The indicative massing is not visible
View 13 - Barnwell Road – corner of Dahlberg Rd	The indicative massing is not visible

Effect on Heritage Assets

- 5.7 The Indicative Approach has been assessed for its effect on the significance (including setting) of heritage assets. This has required an understanding of the significance of each asset and especially the contribution that the setting makes to that significance. The objective has been to ensure no adverse effect on significance.

5.8 The setting of a heritage asset is defined as:

'The surroundings in which a heritage asset is experienced. Its extent is not fixed and may change as the asset and its surroundings evolve. Elements of a setting may make a positive or negative contribution to the significance of an asset, may affect the ability to appreciate that significance or may be neutral (NPPF, Annex 2: Glossary).'

5.9 Historic England's guidance 'The Setting of Heritage Assets' states:

'9 Setting is not itself a heritage asset, nor a heritage designation, although land comprising a setting may itself be designated (see below Designed settings). Its importance lies in what it contributes to the significance of the heritage.

Views and setting

10 The contribution of setting to the significance of a heritage asset is often expressed by reference to views, a purely visual impression of an asset or place which can be static or dynamic, long, short or of lateral spread, and include a variety of views of, from, across, or including that asset.

11 Views which contribute more to understanding the significance of a heritage asset include:

- those where the composition within the view was a fundamental aspect of the design or function of the heritage asset.*
- those where town- or village-scape reveals views with unplanned or unintended beauty.*
- those with historical associations, including viewing points and the topography of battlefields.*

those with cultural associations, including landscapes known historically for their picturesque and landscape beauty, those which became subjects for paintings of the English landscape tradition, and those views which have otherwise become historically cherished and protected those where relationships between the asset and other heritage assets or natural features or phenomena such as solar or lunar events are particularly relevant'.

5.10 The HE guidance suggests the steps are as follows:

Step 1: *Identify which heritage assets and their settings are affected.*

Step 2: *Assess the degree to which these settings and views make a contribution to the significance of the heritage asset(s) or allow significance to be appreciated.*

Step 3: Assess the effects of the proposed development, whether beneficial or harmful, on the significance or on the ability to appreciate it.

Step 4: Explore ways to maximise enhancement and avoid or minimise harm.

Step 5: Make and document the decision and monitor outcomes.

5.11 The conclusions are set out in the below.

Asset and Significance	Effect
Brixton Conservation Area – This is an extensive town centre designation which abuts the north of the site. The current buildings on the site contribute nothing to its setting	The Indicative Approach reinstates the building line to Effra Road which will be a positive enhancement to the setting of the conservation area as it is approached from the south. In views out of the conservation area the higher elements of the Indicative Approach will be distant forms along the Effra Road vista. These will not be dominant or distracting and there will be significant tree screening. Beneficial / neutral effect on the BCA.
43 and 45 Effra Road – These grade II listed buildings are located a little to the north of the site in a row of similar properties.	The site is a little distance to the south and not in the setting of these buildings. There will be no effect on their setting.
Lambeth Town Hall - grade II listed building some distance to the north of the site. Its tower is the subject of a local view from Brockwell Park	The Indicative Approach has been modelled to ensure no harm to the appreciation of the tower in the local view from Brockwell Park.
St Matthew’s Church grade II* listed building some distance to the north of the site. Its tower is the subject of a local view from Brockwell Park.	The Indicative Approach has been modelled to ensure no harm to the appreciation of the tower in the local view from Brockwell Park.
47 Effra Road – this is a modest Regency villa a little distance to the north of the site in a row of similarly aged properties. It is locally listed.	The site is a little distance to the south and not in the setting of these buildings. There will be no effect on their setting.
49 Effra Road – this is the locally listed façade of the former Brixton Synagogue. It	The Indicative Approach reinstates built form and a building line next door which will be a positive

immediately adjoins the northern boundary of the site. enhancement to the setting of the building. The effect will be beneficial.

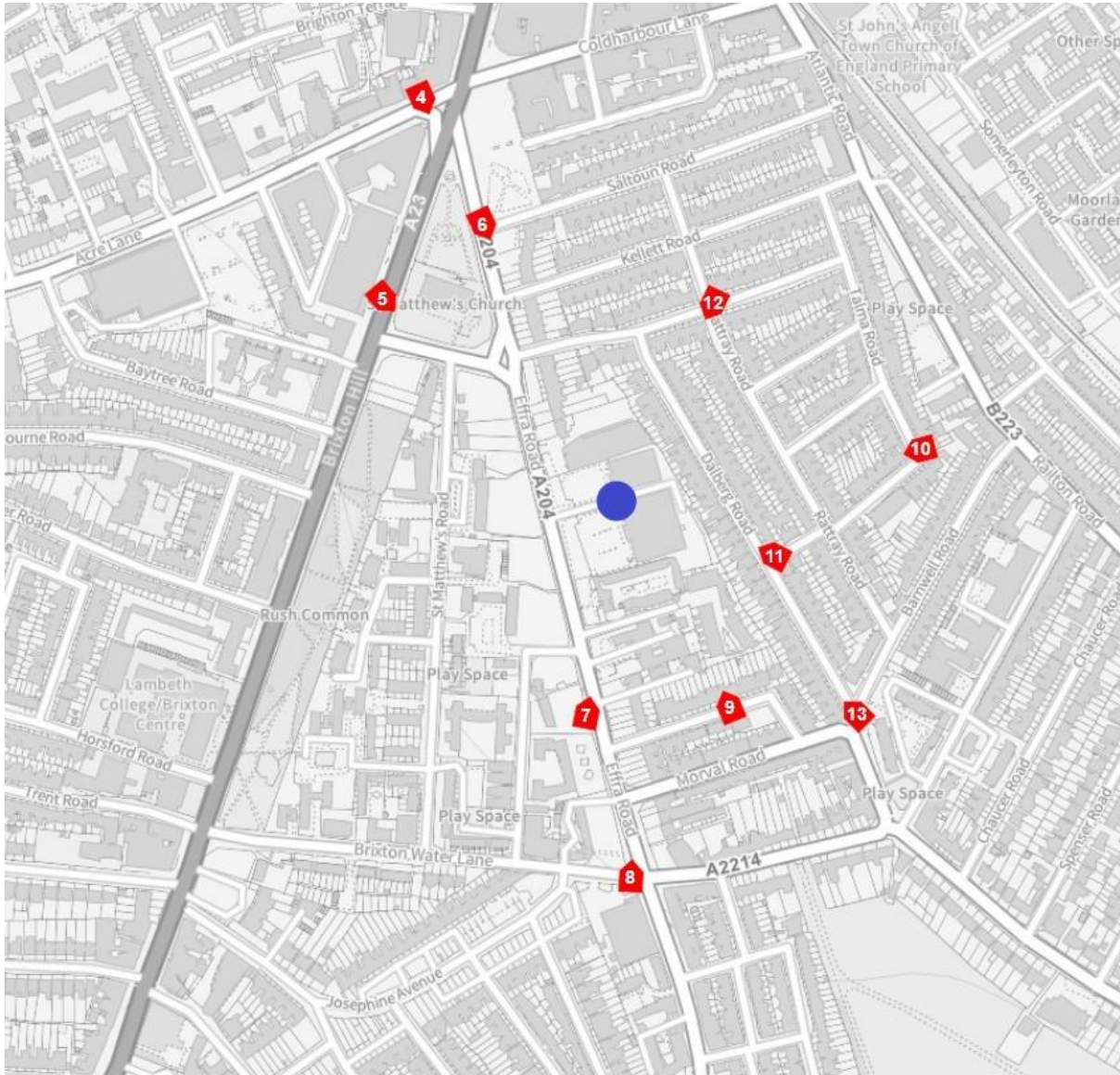
6. Conclusion

- 6.1 The indicative approach has been informed by site constraint analysis and has been tested at the level of general massing and height to ensure acceptable impacts in relation to daylight and sunlight, views, townscape, and heritage. This analysis has found the approach to successfully address the various opportunities and constraints identified. In light of this work, it is recommended that the site allocation policy includes the design points outlined in the table below.

Topic	Recommendation
Heritage	Retain the locally listed lamp column in a publicly accessible location. Preserve the settings of heritage assets – in particular St Matthew’s Tower and Town Hall tower in local views from Brockwell Park – through design excellence and locally distinctive materials.
Height	The site is not identified as appropriate for tall building development, defined as over 45m in this location. Heights are restricted by local views constraints. Given the local views constraints, heights should range from a maximum of 14m in the east to approximately 26–29m to the west and be stepped and arranged to avoid unacceptable impacts on neighbour amenity.
Townscape	Reinstate traditional building line to Effra Road.
Open space	Maintain Rush Common open space and enhance it.
Neighbour amenity	Cause no unacceptable effects on the amenity of neighbouring residents.

APPENDIX 1 Townscape and Visual Impact Assessment

Reference map



Wider views not shown on map

- View 1 - Panorama (i) (a) Lambeth Town Hall tower from Brockwell Park
- View 2 - Panorama (i) (a) St Mathews Church from Brockwell Park
- View 3 - Panorama (i) (c) (i) City views

View 1 - Panorama (i) (a) Lambeth Town Hall tower from Brockwell Park

View location map



View location description

Brockwell Park is a conservation area and a registered landscape. Some views from it are recognised as locally significant.

The viewpoint is location to the north of the skate park overlooking an area of park which slopes towards Brixton water Lane.

Narrative on Existing View

The grade II listed Lambeth Town Hall tower can be glimpsed through a gap in the trees, appreciated over low, foreground roof tops and framed by trees.

Existing view photo



VuCity (digital twin) image



Effect of Option on View

The Indicative Approach massing is in green. It is visible in the centre and rear of the site, at 4 storeys, does not obscure the tower. The greater height is off to the left. No harm to the view or to the setting of the listed Town Hall Tower.

View 2 - Panorama (i) (a) St Mathews Church from Brockwell Park

View location map



View location description

Brockwell Park is a conservation area and a registered landscape. Some views from it are recognised as locally significant.

The viewpoint is location to the north of the skate park overlooking an area of park which slopes towards Brixton water Lane.

Narrative on Existing View

The grade II* listed St Matthew's Church tower can be glimpsed through a gap in the trees, appreciated over low, foreground roof tops.

Existing view photo



VuCity (Digital twin) image



Effect of Option on View

The massing of the four storeys buildings in centre and rear of site do not obscure the tower.

The taller massing on the site is off to the left and will largely be screened from the view by the middle ground trees. No harm to view or to setting of the church tower.

View 3 - Panorama (i) (c) (i) City views

View map



View location description

Brockwell Park is a conservation area and a registered landscape. Some views from it are recognised as locally significant.

The viewpoint is location to the north of the skate park overlooking an area of park which slopes towards Brixton water Lane.

Narrative on existing view

The image above is a cropped part of a much wider panorama view.

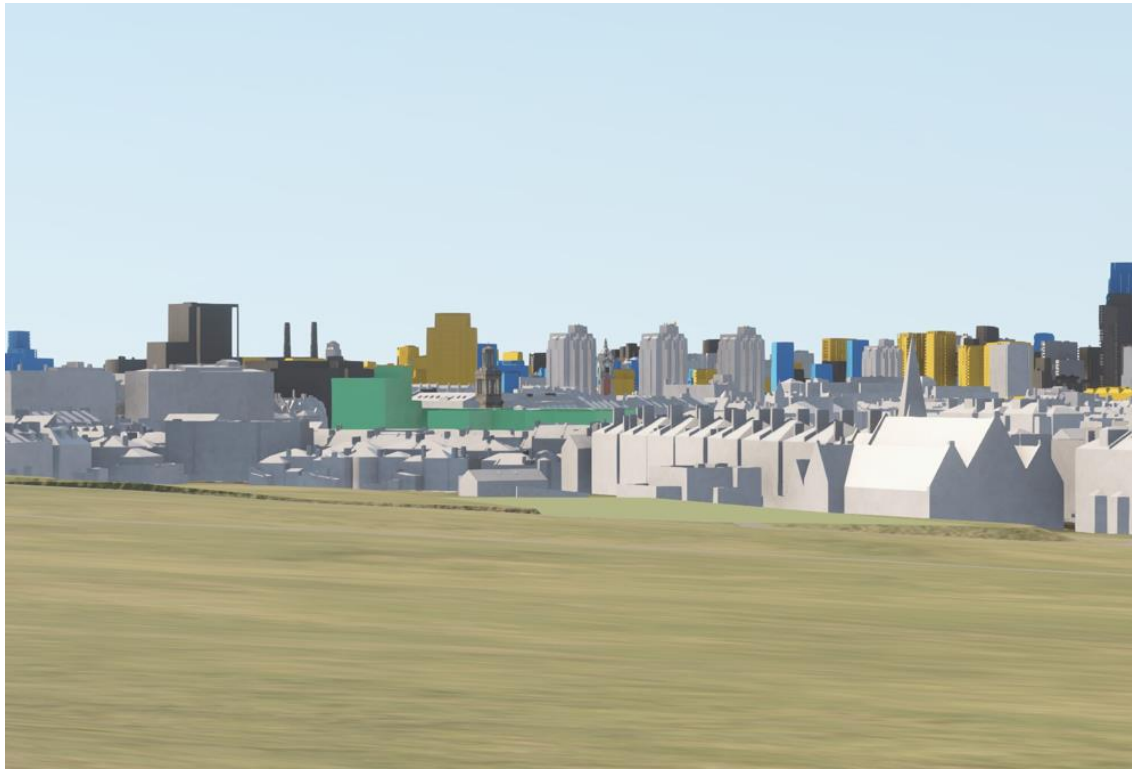
The wide panorama view is from an elevated position which allows the viewer to pick out local and distant landmarks. There is significant tree screening in the middle ground which means that much of the view is screened when the trees are not in leaf.

In this direction the view takes in Brixton and the distant Vauxhall tall buildings cluster.

Existing view photo



VuCity (digital twin) view



View impact

The image above is a zoomed in part of a much wider panorama view.

In this view much of the Indicative approach is seen against the backdrop of the buildings on the St Matthew's Estate and Brook House, Brixton Hill. In reality they will be obscured by the dense tree coverage.

When the wider view is considered, the massing is not dominant. No harm to the view composition.

View 4 - Town Hall – Corner of Brixton Hill and Acre Lane

View map



View location description

This view location is within the Brixton Conservation Area towards its southern end.

Narrative on Existing View

The Budd Monument is a Grade II* structure, the church behind is also Grade II* listed. Both positively contribute to the conservation area's character.

Between the viewer and the site are a significant number of trees – within the Peace Gardens (churchyard) and lining Effra Road. These benefit from conservation area protection

Existing view photo



VuCity (digital twin) view



View Impact

In this model view the tree coverage has been turned off for clarity.

The distant model massing is not dominant relative to the surrounding context. In reality, the visual impact of proposal from this viewpoint is unlikely to ever be perceived due to the dense year-round tree screening along Effra Road.

The massing will have no adverse effect on the heritage asset settings and townscape.

View 5 - Brixton Hill – From Civic Centre entrance looking southeast

View map



View location description

View location within the Brixton Conservation Area just to the south of St Matthew's Church.

Narrative on existing view

St Matthew's Church is off camera to the left. The view is looking across the southern end of the Peace Gardens. Beyond in middle ground is the Brixton Orchard and then the houses of St Matthew's Road and Effra Road. Note the tree screening.

Existing view photo



VuCity (digital twin) view



View impact

In this model view the tree coverage has been turned off for clarity. No. 2 St Matthew's Road (on right hand side of view) screens the listed properties at nos. 1 – 5 St Matthew's road from view as well as the blocks of the St Matthew's Estate. The view is across the southern end of the former churchyard, numerous private rear gardens and open spaces many of which have mature trees.

Even with the trees turned off, the proposal sits comfortably within the roofscape of the middle ground buildings. However, given the dense tree coverage, there is likely to be no effect in reality.

No harm to townscape or to the setting of the heritage assets.

View 6 - Corner of Saltoun Road and Effra Road, looking south

View map



View location description

This view location is within the Brixton Conservation Area at its southern end.

Narrative on existing view

This vista is down Effra Road. Mature trees in front gardens provide significant screening. These trees benefit from conservation area protection. The townscape is attractive and contributes positively to the conservation area.

Existing view photo



VuCity (digital twin) view



View impact

In model view the massing is visible as a group of distant blocks well beyond the historic houses of the conservation area. The perspective foreshortens the elevations and reveals only the north facing flanks.

Given the distance here the buildings are not unduly dominant or distracting. Furthermore, in reality the proposal will be obscured by well-established tall tree screening.

No harm to townscape or to the setting of the Brixton Conservation Area.

View 7 - Effra Road – at 85 - 91, looking north

View map



View location description

This view is from the south looking north towards the site. It is not within a conservation area.

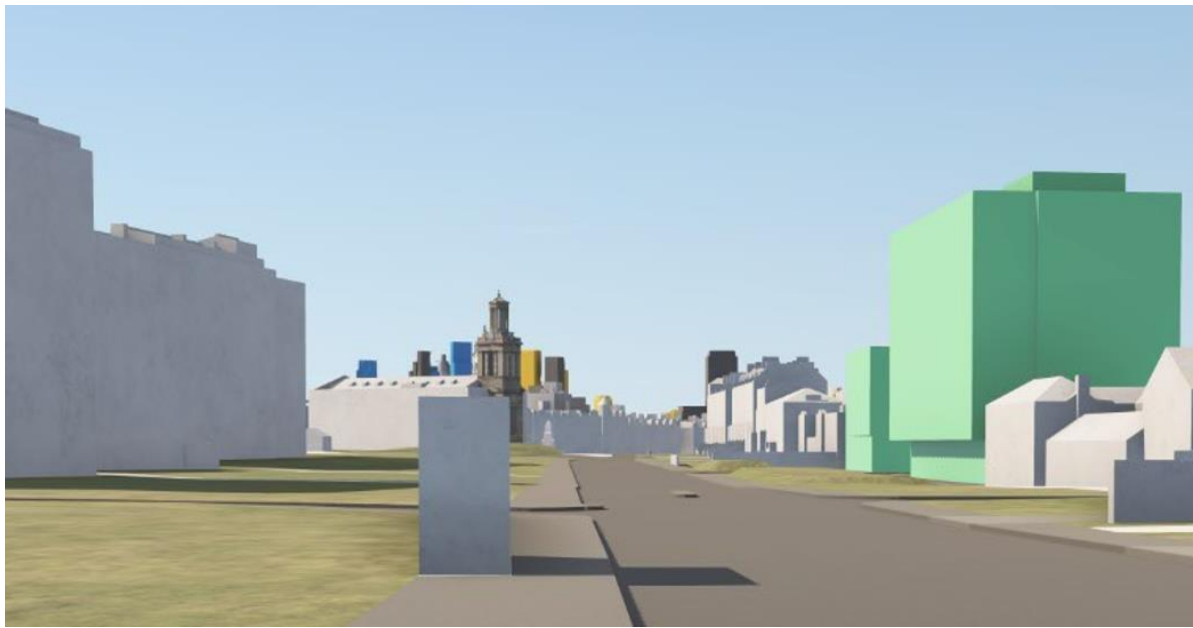
Narrative on existing view

The post-war slab blocks of the S Matthew's Estate are off camera to the left. The Brixton Conservation Area terminates the vista north.

Existing view photo



VuCity (digital twin) view



View impact

The trees have been turned off in the model for clarity. The grey box in middle ground is a bus shelter.

The blocks fronting Effra Road appear obliquely and the change in terms of the character of the street scene is noticeable given the low-rise nature of the existing development on the site. However, it mirrors the mass of the St Matthew's Estate on the left of the view. The effect will be softened by the existing trees on the landscaped strip of Rush Common that runs across the front of the site.

With the trees turned off the tower of St Matthew's Church is visible. However, in reality, given the trees, it is not readily appreciable.

Change is clear but not adverse. No heritage or townscape harm.

View 8 - Effra Road – Corner of Brixton Water Lane looking north

View map



View location description

This view is from the south looking north towards the site. It is not within a conservation area.

Narrative on existing view

The post-war slab blocks of the S Matthew's Estate are off camera to the left. The Brixton Conservation Area terminates the vista north.

Existing view photo



VuCity (digital twin) view



View impact

The trees have been turned off in the model for clarity. The middle ground grey box is a bus shelter.

The blocks fronting Effra Road appear obliquely and their increase in height is noticeable given the two storey nature of their foreground neighbours. However, the St Matthew's Estate slab blocks opposite are of comparable height.

The general effect will be softened by the existing trees on the landscaped strip of Rush Common that runs across the front of the site.

With the trees turned off the tower of St Matthew's Church is visible. However, in reality, given the trees, it is not readily appreciable.

Change is clear but not adverse. No heritage or townscape harm.

View 9- Trelawn Rd – looking northwest

View map



This view location is not in a conservation area. No heritage assets visible.

Narrative on existing view

A pleasant street frontage of unified appearance.

Existing view photo



VuCity (digital twin) view



View impact

The indicative massing is not visible

View 10 - Talma Road – Corner with Jeff Road looking west

View map



View location description

This view location is not in a conservation area. No heritage assets visible.

Narrative on existing view

A pleasant low-rise townscape

Existing view photo



VuCity (digital twin) view



View impact

The indicative massing is not visible

View 11 - Dalberg Road – Corner with Jeff Road, looking west

View map



View location description

This view location is not in a conservation area.
No heritage assets visible.

Narrative on existing view

A pleasant street frontage of unified appearance.

Existing view photo



VuCity (digital twin) view



View impact

The indicative massing is not visible

View 12 - Mervan Road – Corner of Rattray Rd

View map



View location description

This view location is not in a conservation area.
No heritage assets visible.

Narrative on existing view

A pleasant low-rise townscape

Existing view photo



VuCity (digital twin) view



View impact

The indicative massing is not visible

View 13 - Barnwell Road – corner of Dahlberg Rd

View map



View location description

This view location is not in a conservation area.
No heritage assets visible.

Narrative on existing view

A pleasant low-rise townscape of Victorian terrace homes.

Existing view photo



VuCity (digital twin) view



View impact

The indicative massing is not visible